



Starting a new business? Before you begin working on a business plan like the sample one that we've included, you need to spend some time asking yourself the following questions:

1. What is the long term viability of this business? Am I able to segue the primary product/service seamlessly into other products/services down the road? Can I easily define my product/service to an uneducated public?
2. What is my expectation of investment for this business? Will my focus initially be on investment capital, cooperative trade, viral advertising, etc.
3. What is my expectation of profit for this company? How will it be distributed/reinvested? Am I looking at a qualitative revenue or quantitative revenue stream?
4. Who are my customers- individuals or B2B? What is the demand for my products in this population?
5. What is my overall marketing/advertising plan- website, branding, etc? Will the extent of my advertising be contingent on the initial investment, or will I keep it as a separate expense category?
6. To what extent is the competition targeting my potential customers- locally, nationally, internationally.

Once you can competently answer these questions, you're ready to start building your business plan. If you need help along the way, we're there for you.

Sample Business Plan

1. Executive Summary

This should be about one page long. Describe the business in general terms.

2. Overview

Your mission. What do you want to achieve, where are you going and why do you think it will work.

3. Introduction

- Purpose - explain in detail where you want to go with this
- History - a summary of important development highlights
- Critical Success Factors - what's going to make it work?

4. Business Environment

- Market - this is where your market research results go.
- Problems and possible solutions
- Competition
- Expansion Potential

5. Description of Product or Service

- Unique Selling Points (Generally referred to as your USP)
- Benefits to the customer
- Current Problems and possible solutions
- Potential Problems and possible solutions
- Patents, Licenses, Copyrights etc.
- Production Strategy

Other Important Documents

Apart from your business plan, you should also have the following documents ready - especially if you need to attract financing.

You can either incorporate them as headings into your business plan or treat them as separate.

The sub-headings under each are suggestions. You should add/delete sub-headings to fit your situation.

Marketing Plan

- Sales Goals
- Public Relations
- Economic Environment
- Industry Environment
- Customer Profile
- Demographics
- Trends
- Competition
- Marketing Channels
- Sales Tactics
- Pricing
- Packaging

- Sponsoring
- Marketing Calendar

Operation Plan

- Management Team
- Support structures / advisory team
- Human Resources
- Policies
- Guarantees
- Facilities and Equipment
- SOPs (Standard Operating Procedures)
- Growth/Expansion Plans

Financial Plan

- Revenue Projections
- Break-Even Analysis
- Credit
- Cash Flow Projection
- Balance Sheet Projection
- Insurance
- Taxes
- Financing Requirements

Financing Proposal

- Amount Needed
- Detailed Budget
- Repayment Options

Appendices

- Schedule of Major Events
- Key-Person Resumes
- Financial History
- History of Sales
- Major Customers
- Customer Contracts
- Principal Suppliers
- Supplier Contracts
- Insurance Policies
- Bank Documents
- Advertising Sample

Please contact The Small Business Plan, Inc. for assistance in actuating your business plan. www.thesmallsbusinessplan.org